

NALP Legal Employer Alumni Relations/Programs Section Call
April 2, 2020 Board Report

Agenda

- **Attendance:**
 - Jessica Badain (Davis Polk); Elizabeth Claps (Cleary Gottlieb); Ellen Feldman (Venable); Jennifer Gewertz (Arnold & Porter); Laura Higgins (Haynes and Boone); Kito Huggins (Weil, Gotshal); Adrienne Jaroch (McDermott); Paul Lazdowski (Nixon Peabody); Sharon Light (Sidley Austin); Adriana Marchetti (Fried Frank); Sarah Marchitto (Paul Weiss); Sheri Mayerowitz (Hogan Lovells); Caroline Menes (Proskauer); Hayley Niven (BLG); Abby Raanan (Faegre Drinker); Graziella Reis-Trani (White & Case); Baina Renaud (Kirkland & Ellis); Laura Singer (Akin Gump); Amanda Stipe (Latham Watkins); Kara Sutherland (Dentons); Erin Warner (Pepper Hamilton)
- **2020 NALP AEC Conference Update:**
 - Cancelled conference and NALP is working to refund everyone's registration fees
 - NALP's COVID-19 Resource Center: <https://www.nalp.org/covid-19>
 - Three below Alumni panels scheduled for the 2020 conference will be resubmitted for 2021
 - To Infinity and Beyond: Perspectives on the Evolution of Law Firm Alumni Relations (Panelists: Deborah Cusumano Caldwell; Jen Gewertz; Adrienne Jaroch)
 - Tomayto/Tomahto: Two Approaches to Coordinating Career Counseling and Alumni Relations (Panelists: Norma Cirincione; Elizabeth Claps; Robert Duncan; Sheri Mayerowitz)
 - Big 4 to Big Law: Alumni Programs with University Best Practices (Panelists: Cecily Craighill Davis; Adrienne Jaroch; Tom Lardner)
 - RFP process (<https://www.nalp.org/conferenceproposals>) remains open for 2021 AEC Conference in Scottsdale, Arizona (April 27-30) if others are interested in submitting
 - NALP is currently offering complimentary webinars: <https://www.nalp.org/events>
- **NALP 2020 Survey of Legal Career Professionals:**
 - NALP is surveying legal professionals; deadline to complete is April 23rd: <https://survey.vovici.com/se/17CFEB60094FB8C5>
 - Jen Gewertz (Arnold & Porter) encouraged everyone to complete the survey, which benchmarks salaries, responsibilities, department sizes and structures; Alumni Relations is listed in "other" section, but if enough alumni professionals complete survey this could encourage NALP to separately identify "Alumni Relations"; survey takes 5-10 minutes
- **Alumni Relations – NALP Form for Directory of Legal Employers:**
 - Every year firms are asked to update their NALP Form; main resource for first year associates to research firms
 - Per Jen Gewertz, forms have been updated to include a series of questions on Alumni Relations; new forms go live on April 6th and can be updated any time after; for access contact the person at your firm who handles recruiting; process takes two minutes
- **COVID-19 & Alumni Relations:**
 - Open discussion, including ideas and messaging, about how each firm is handling communications and engagement with alums during COVID-19
 - Three different communication approaches:
 1. General communication followed by a resource driven communication
 2. General communication and trying to determine what to do next
 3. No communication so far
 - Communications have focused on either (1) detailing what firms are doing for their employees and/or clients or (2) providing useful content, including

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complimentary mental health and wellness resources (i.e., Peloton, Obey Fitness, mindfulness and meditation, etc.), to show care and concern for alums

- Firms with monthly/quarterly newsletters have built COVID-19 messaging into publications and have delayed distribution given influx of digital communications
- Numerous different engagement approaches:
 - Using video conferencing software, including Zoom or WebEx (though privacy concerns were raised about Zoom, which has caused some firms to stop using and/or only use WebEx when speaking with alumni clients), to connect people for trainings, classes, etc.
 - Posting helpful content and useful resources on private LinkedIn pages and/or alumni databases
 - Soliciting examples through written communications of what innovative work alums might be doing during pandemic (i.e., we want to hear from you)
 - Encouraging every firm attorney to reconnect with alums during this time of social distancing
- If interested in helping write a timely NALP Bulletin article on this topic, please contact Paul Lazdowski
- **Section Leadership Update:**
 - Adriana Marchetti (Fried Frank) is cycling off after two years as a co-chair (thank YOU, Adrianna)
 - Amanda Stipe (Latham Watkins) and Paul Lazdowski (Nixon Peabody) are the 2020-2021 section co-chairs; Jennifer Gewertz (Arnold & Porter) is the section vice-chair